

ORDER

**WOTV**

Orders

Order / Rev: 214129

Alt Order #: 6863203

Product Desc: order

Estimate: C15B

Flight Dates: 10/15/12 - 10/21/12

Original Date / Rev: 10/12/12 / 10/12/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	15	\$2,000.00	\$1,700.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$2,000.00	\$1,700.00	0.00
Totals	15	\$2,000.00	\$1,700.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOTV	16%	\$2,000.00
Market	100%	\$12,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$125.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	83%	\$10,375.00
WTLJ	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	10/15/12	10/15/12	Daybreak @ 6	CM	6-7a	M-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$100.00		0.00			
E 2	WOTV	10/16/12	10/16/12		CM	6-7a	-T-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Daybreak @ 6															
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$100.00		0.00			
E 3	WOTV	10/17/12	10/17/12	Daybreak @ 6	CM	6-7a	--W----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$100.00		0.00			
E 4	WOTV	10/18/12	10/18/12	Daybreak @ 6	CM	6-7a	---T---	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	---T---					1	\$100.00		0.00			
E 5	WOTV	10/19/12	10/19/12	Daybreak @ 6	CM	6-7a	----F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Daybreak @ 6															
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--					1	\$100.00		0.00			
E 6	WOTV	10/15/12	10/15/12	GMA	CM	7-9a	M-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$100.00		0.00			
E 7	WOTV	10/16/12	10/16/12	GMA	CM	7-9a	-T-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$100.00		0.00			
E 8	WOTV	10/17/12	10/17/12	GMA	CM	7-9a	--W----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$100.00		0.00			
E 9	WOTV	10/18/12	10/18/12	GMA	CM	7-9a	---T---	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	---T---					1	\$100.00		0.00			
E 10	WOTV	10/19/12	10/19/12	GMA	CM	7-9a	----F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--					1	\$100.00		0.00			
E 11	WOTV	10/15/12	10/15/12	News 8 @ 6p	CM	6-630p	M-----	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
News 8 @ 6p															
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$200.00		0.00			
E 12	WOTV	10/16/12	10/16/12	News 8 @ 6p	CM	6-630p	-T-----	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
News 8 @ 6p															
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$200.00		0.00			
E 13	WOTV	10/17/12	10/17/12	News 8 @ 6p	CM	6-630p	--W----	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
News 8 @ 6p															
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$200.00		0.00			
E 14	WOTV	10/18/12	10/18/12		CM	6-630p	---T---	:30	1	\$200.00	P3	0.00	NM	1	\$200.00

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				News 8 @ 6p											
				News 8 @6p											
				NEWS 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$200.00		0.00				
E 15	WOTV	10/19/12	10/19/12	News 8 @ 6p	CM	6-630p	----F--	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
				News 8 @6p											
				NEWS 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$200.00		0.00				
													Totals	15	\$2,000.00